



SOCIAL MEDIA PLAN

Proposed Issue Date: September 19, 2011

Purpose

The RMSAWWA social media plan will increase awareness of the section and its committees, products, and services; engage members and nonmembers in the water community; and create an additional feedback channel. This plan will provide members and/or nonmembers the ability to connect, network, and create a community around safe water.

RMSAWWA Social Media Goals

- **CONFERENCES** – To promote attendance, increase member/attendee value, and create a larger event community. To expand conference networking and prolong the life of the event through access to photos, other members and posts.
- **MEMBERSHIP** – To introduce AWWA and RMSAWWA to potential members and increase awareness to prospective members. To create loyalty among current members by engaging their participation and connect members with each other and the association.
- **SALES** – To create an additional buzz for Joint Conference, Rumbles and all AWWA conferences and publications. To create additional traffic (via links) to RMSAWWA.net. All of this additional buzz and web traffic will be value adds for our advertisers and conference exhibitors.
- **PUBLIC AFFAIRS** – To generate AWWA and RMSAWWA brand awareness among members, professionals, public officials, media and consumers
- **IT** – Support AWWA and RMSAWWA's technology-based interaction with its community while protecting its intellectual property, making good use of our existing technology platform (e.g., Personify member directory), anticipate needs for expansion of the technology platform.
- **RMSAWWA COMMUNICATION COMMITTEE** – To promote the use of AWWA and RMSAWWA's websites and social media sites as information transfer forum. To increase awareness of AWWA and RMSAWWA's offerings of technical information in its many forms, promote AWWA and RMSAWWA as the authoritative technical resource for information on water related issues
- **OPERATIONS GOAL** - Customer Service/Operations are to provide direction to RMSAWWA's Customers and Members interested in participating in the various types of social media, which are associated with RMSAWWA.

Introduction

What is Social Media? – A Brief Review

Social Media includes:

- Social Networking: (E.g. Facebook, LinkedIn, MySpace, Friendster, Delicious)

Social networking tools allow you to share information about yourself and your interests with friends, professional colleagues, and others.

- Publishing: (E.g. Wikipedia, Slideshare, WordPress, Blogger.com, Twitter)

Any web-based application used to publish information about RMSAWWA NOT including RMSAWWA.net

- Photo/Video/Audio/Link Sharing: (E.g. Flickr, Photobucket, Podcast.net, YouTube, Hulu, Delicious)

Any web-based application intended to share videos, photos, audio recordings, or other files of this nature.

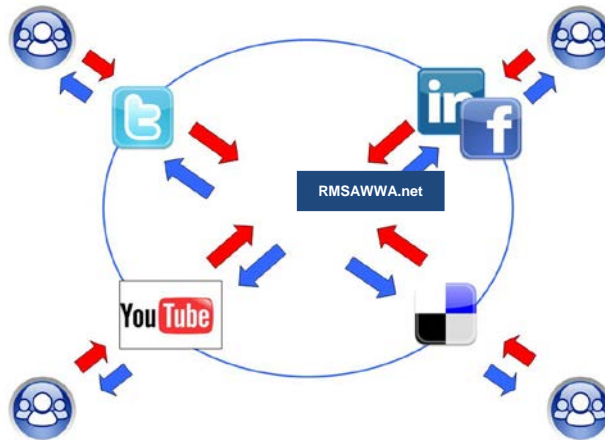
Social Media Plan Focus

- Building Community – Through development of a social media plan, the board sets guidelines for and promotes the use of social media tools to create an active, enhanced community revolving around RMSAWWA, AWWA and water related issues. This effort includes the recognition of appropriate social media platforms.
- Networking – The creation of an online community will provide members with an established and accepted method for facilitating discussion, innovation, and improvement. With this in mind the board will establish terms of use and policies to encourage the appropriate use of identified platforms.
- Promotion – The identified platforms for RMSAWWA will serve as new roads for members and nonmembers to learn about RMSAWWA and AWWA products, services and membership. No material will be placed on these platforms that will detract from products, services, or membership. This prime goal is to funnel the community toward AWWA.org and RMSAWWA.net.
- Brand Awareness – Social Media is a distinct set of tools that are open and largely unregulated. Anyone can tell a story, and if RMSAWWA/AWWA does not circulate information about itself someone will present their own versions. This involvement is a necessity and opportunity for RMSAWWA/AWWA to educate the social media community about our brand and to have control over our brand.
- Member Recruitment – Social media is a new communication method that many are flocking to, and this is an opportunity to reach new member prospects.

Areas Not Included in the Social Media Plan Focus

- AWWA– AWWA is already using social media tools. This plan will not dictate on AWWA’s use of social media. A cooperative interaction between social media avenues will be available.
- Committees – Committee information will not be directly updated on any RMSAWWA social media platform. Committee chairs are welcome to use any RMSAWWA social media platform.

Social Media Information and Communication Flow



The diagram above illustrates the flow of members/nonmembers who use social media tools toward RMSAWWA.net and the communication from RMSAWWA.net to the members/nonmembers through social media tools.

RMSAWWA Guidelines for Social Media

RMSAWWA recognizes the increasing role of online communication tools such as blogs, social networking websites, chat rooms, etc. as channels for interaction among members, volunteers, staff, the media and other stakeholders. RMSAWWA supports open, transparent, ethical and accurate communications.

RMSAWWA and AWWA's credibility is always at stake in these activities, so everyone who represents the association online must act as a responsible steward of its position as the authoritative resource for safe water. RMSAWWA requires that its members adopt these guidelines when they represent the association online.

1. **Identify Yourself.** Disclose volunteer status or other association with RMSAWWA in all communications on behalf of the organization. Include this information in signatures that accompany messages where possible, but always be sure to tag your communications as RMSAWWA volunteer or other status. Don't think you can maintain anonymity online; sites can and routinely do track the sources of user input, so you are always leaving a trail that can lead back to you and the association.
2. **Provide Accurate Information.** RMSAWWA volunteers or other representatives may not knowingly communicate untrue or deceptive information. Communications should be based on current, accurate, complete, and relevant data. Where possible, post links back to content on RMSAWWA.net or another website to corroborate assertions you make. RMSAWWA has limited control over the validity of information communicated via online channels, so it is the member or volunteers' responsibility to assure accuracy in the first instance. Anecdotes and individual opinions should be identified as such, so they will not be mistaken for facts asserted by RMSAWWA and/or AWWA.
3. **Maintain Ethical Conduct.** RMSAWWA volunteers and other representatives will not conduct activities online that are illegal or contrary to related section guidelines or policies.
4. **Always Secure Member and Customer Data.** Volunteers and other representatives must always uphold RMSAWWA's promise to keep personal data secure and confidential. Never include any information relating to RMSAWWA's potential or existing members or customers in any online communication; to

do so would breach RMSAWWA's information sharing policy and possibly the law.

5. Protect Confidential and Proprietary Information of Organizations. Give names only when needed and permitted by those individuals. Report aggregate and summary data when it will suffice, and never disclose specific details without permission. Always comply with laws regarding disclosure of confidential information, and let representatives of other organizations decide for themselves how much they wish to disclose.
6. Use the Appropriate Platform. When conducting official RMSAWWA business and online communications, volunteers must use the existing tech platform on the RMSAWWA website rather than a third party platform. For example, this means that electronic committee communications cannot be conducted on any platform other than the RMSAWWA website or via email.

In general, confidential information is any data, whether oral, written, or stored in any other medium that is not generally available to the public. Examples of confidential information include, but are not limited to:

- a. Customer and Member Data, including customer names and any personally identifiable information
- b. Personal Employee Data, including compensation, benefits, medical, or performance-related information
- c. Company Operating Data, including revenues, payments, strategic plans, or goals

For questions about whether something is confidential, consult with a board member.

Enforcement and Potential Discipline

Members who participate in blogging or other online communications remain accountable for the information they share in these activities. Ask a board member, if you have any questions relating to this policy.

Social Media Checklist for RMSAWWA Representatives

RMSAWWA recognizes the value of online social media applications such as blogs, wikis, and personal and professional community networks. To ensure RMSAWWA's credibility as the authoritative resource on safe water within the Section boundaries, RMSAWWA has developed the following checklist applicable to anyone representing RMSAWWA in social media applications.

1. Have you read RMSAWWA's Guidelines for Social Media activity?
2. Do the goals of this activity match RMSAWWA's Social Media Plan?
 - a. To facilitate interaction with and among members and prospective members, especially young professionals.
 - b. To promote the value of RMSAWWA membership and recruit and retain members.
 - c. To maintain a presence in online social networking platforms as a common place for participants to interact.
 - d. To participate in online social communities in a pro-active manner.
3. How do you intend to monitor, maintain and measure success?

Strategy Platforms

Platform definitions are derived from www.wikipedia.org.

- LinkedIn – is a business-oriented social networking site founded in December 2002 and launched in May 2003 mainly used for professional networking. As of October 2009, it had more than 48 million registered users, spanning more than 200 countries and territories worldwide.
- Facebook – Facebook is a global social networking website that is operated and privately owned by Facebook, Inc. Users can add friends and send them messages, and update their personal profiles to notify friends about themselves. Additionally, users can join networks organized by city, workplace, school, and region. The website's name stems from the colloquial name of books given at the start of the academic year by university administrations with the intention of helping students get to know each other better.
- YouTube – YouTube is a video sharing website on which users can upload and share videos. Three former PayPal employees created YouTube in February 2005. In November 2006, YouTube, LLC was bought by Google Inc. for \$1.65 billion, and is now operated as a subsidiary of Google. The company is based in San Bruno, California, and uses Adobe Flash Video technology to display a wide variety of user-generated video content, including movie clips, TV clips, and music videos, as well as amateur content such as video blogging and short original videos. Most of the content on YouTube has been uploaded by individuals, although media corporations including CBS, the BBC, UMG and other organizations offer some of their material via the site, as part of the YouTube partnership program.

RMSAWWA Social Media Additional Policies

Removal & Deletion Policy

RMSAWWA's social media forums will be created for the purpose of allowing our members and other interested parties to network and engage in discussions on topics relevant to the water industry. The forums were not created to allow other organizations or companies to advertise products for commercial gain. Individuals may post occasional discussions on events, job opportunities or products within the framework of generating discussion on the forum; however frequent off-topic posts by the same individual or organization, or posts that are blatantly designed to generate commercial gain rather than discussion, will be deleted at the discretion of the platform administrators. The RMSAWWA board and social media team will monitor the sites to remove posts by others directly targeted at RMSAWWA products or criticizing RMSAWWA and /or AWWA or other venue users in unfair or abusive terms. The RMSAWWA board and social media team will be the sole judges of what is unfair or abusive for this purpose

Content Allowed/Pre-Approved for Posting

Posted content on Facebook and LinkedIn will consist primarily of short teasers with links back to RMSAWWA.net or AWWA.org URLs for full text. The majority of content will avoid the strictly promotional tone found in traditional outbound marketing, where possible, but will instead provide interesting facts and bits of information that encourage awareness of, interest in, and conversation about issues facing the water community. Posts will include links to RMSAWWA resources addressing those issues, including events and other products. In this way, RMSAWWA will participate in the social media conversation rather than interrupting it with blatantly commercial messages. Sources of these bits of information will include RMSAWWA publications and press releases, along with abstracts submitted for RMSAWWA conference programs, and content that already exists openly on RMSAWWA.net and/or AWWA.org that do not detract from revenue or intellectual property.

All YouTube posts will go through a formalized review process. This process will be outlined in detail within the individual platform strategy. However, this process will be nimble enough to allow for quick approval or rejection.

Search Engine Guidelines

Social media posts will utilize keywords from a standard list of terms important to RMSAWWA intellectual property along with keywords specifically related to individual topics.

Future Expansion Guidelines

Where possible, RMSAWWA will integrate and incorporate social media functions within existing technology platforms to enhance RMSAWWA.net and coordinate the site's functions with social media activities.

Platform Abandonment Procedure

If involvement in a social media platform does not fulfill outlined goals in a period of three quarters, the platform's reputation is impugned to a degree that it is either unrecoverable or taints by association, or the management of said platform has become too burdensome it will be re-evaluated to determine if content strategy might change to make it a more effective vehicle. If the strategy change does not improve goal performance in the following quarter, or if no substantial strategy change is identified, then RMSAWWA will cease participating in the platform, remove all content posted there, and if possible end public access to RMSAWWA's space on the platform.

Job Posting Policy

RMSAWWA will not remove or interfere with posts about job openings by other regular users of RMSAWWA's social media platforms, except as provided in the overall removal and deletion policy above. RMSAWWA encourage the user to post the job opening on RMSAWWA's website employment link.

Competitor Participation Policy

RMSAWWA often acts in partnership with other organizations that serve the water community in ways similar to its own activities. Competitors will be allowed to join as group members or fans; however, RMSAWWA will not be tolerant of blatant abuse and competition for products, events, or service. The removal and deletion policy above will be enforced against such uncooperative competitors the same as against any other participant.

RMSAWWA.net Social Media Action Suggestions

- It is a suggestion to the Communication Committee that the LinkedIn, Facebook, and YouTube icons be added at specific locations to help promote our participation in social media. These specific pages include but not limited:
 - Home page on RMSAWWA.net
 - All Conference and Events pages
- RMSAWWA Social Media Page – Create a link where RMSAWWA.net visitors can see updates and links from RMSAWWA's action on Facebook, LinkedIn, and/or YouTube

Monitoring Strategy

Each social media platform will be monitored on a weekly basis. The frequency of checks can be re-evaluated down the road.

Change requests from outside the team will be handled within a timely period; however urgent situations will be addressed as needed.

Success/M Measurement Plan

The board will determine the success of the social media platform. The value of success will be measured by both quantitative and qualitative measures to determine the value of the program as a whole.

LinkedIn	Facebook	YouTube
<ul style="list-style-type: none"> • Number of discussions per quarter • Number of Comments • Assessment of comment quality • Percent increase of fans/group members per quarter • Referrals from LinkedIn to RMSAWWA.net 	<ul style="list-style-type: none"> • Number of discussions per quarter • Number of Comments • Assessment of comment quality • Percent increase of fans/group members per quarter • Referrals from Facebook to RMSAWWA.net 	<ul style="list-style-type: none"> • Video Views per month • Referrals from YouTube to RMSAWWA.net • Star ratings for videos • Rating of comments for videos • Assessment of comment quality • Number of Friends (?)